Capstone Project 1

Title: Boost your Digital Marketing with ChatGPT

Description: In the final project, you must design a strategy for a company to boost digital marketing. There is a team for an e-commerce website which needs your help. You are given the data of sales for certain items in different seasons. With the help of Generative AI tools, we should analyse the huge data and get the desired insights to help the client.

Problem statement:

The data for the following heads is given for an e-commerce platform.

Problem Statement: An e-commerce platform has provided a dataset containing information on customer demographics, purchasing behaviour, and transaction details. The dataset consists of 3000 data entries encompassing various attributes such as Customer ID, Age, Gender, Item Purchased, Purchase Amount, Location, and more. The objective of this project is to extract valuable insights from the dataset.

Take the file shopping_trends.csv for reference which has the following data headers.

Custom er ID	A ge	Gen der	Item Purchased	Categ ory	Purchase Amount (USD)	Locat ion	Si ze	Col or	Seas on	Review Rating	Subscription Status	Shipping Type	Discount Applied	Promo Code Used	Previous Purchases	Payment Method	Frequency of Purchases

Problem Statement:

Data Analysis and Insights Generation:

Use ChatGPT to analyze the data given in the excel sheet. If you have free account, then take only first 200 entries. If you have professional account, then you can upload the whole csv .file. Generate the following insights from this data using appropriate prompts in ChatGPT.

1. Average purchase amount for the whole sales data
2. Which colour of clothes are purchased more in the Spring season.
3. How many customers are choosing the Next Day Air delivery option?
4. How many customers are purchasing every week?
5. Generate a pitch presentation that will be prepared for the company, summarizing the insights gained from the previous points using Microsoft Co-Pilot. Generate relevant images also using the same for your slides.
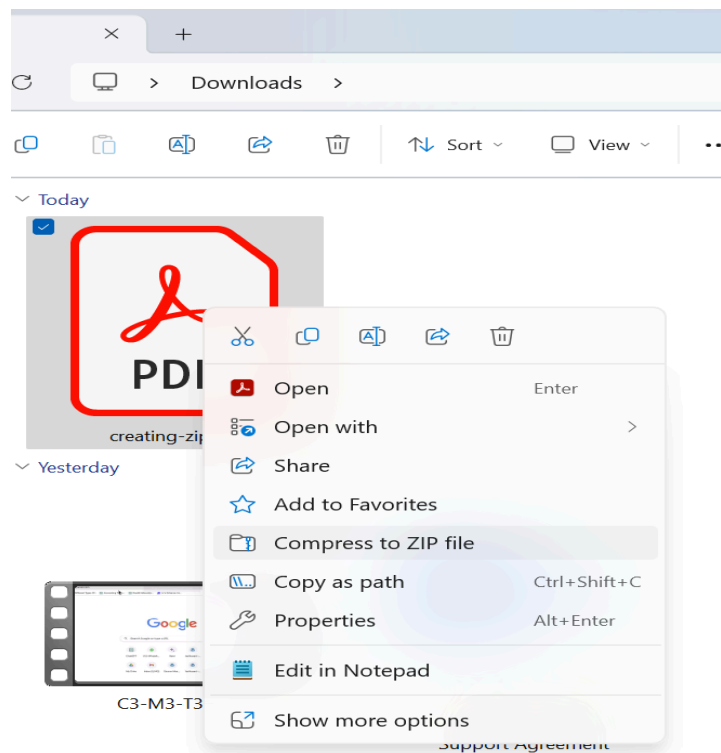
Key Deliverables:

- Detailed data analysis report showcasing insights and recommendations derived from the dataset.

- Reports generated using ChatGPT, providing visual representations of the analysis findings.
- Pitch presentation summarizing key insights and proposing strategic initiatives.

Download the data set from here

How to submit:

- Put all of the files you want to compress into a new folder.
- Right click on that folder.

- Select the "Compress to ZIP file" option and then click "Compressed (Zipped) folder."
- A new .ZIP file will be created that contains your document(s).